

# *Negotiating Skills: Techniques to Close the Deal*

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# Knowing your partner...



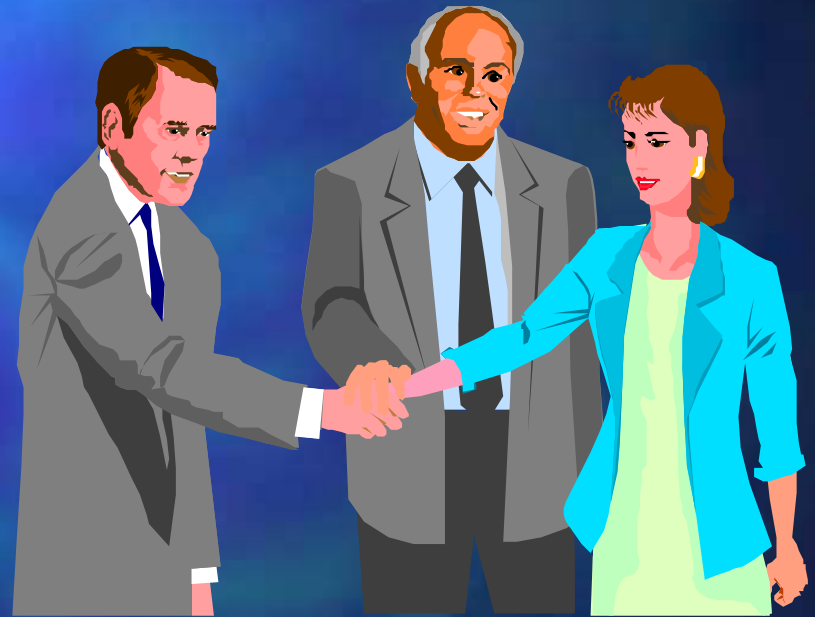
The background is an abstract, textured surface with shades of blue, purple, and teal. A thin, horizontal line is visible in the upper left quadrant.

Let's talk about negotiation...

# Overview

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- Assumptions
- What is negotiation?
- Who is a negotiator?
- Why does it work?
- Why does it fail?
- How can we improve?
- A dozen tips...
- “Expanding the pie”



# Assumptions

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- You already know this stuff
- Focus on the process, not the “four corners” of an agreement
  - No bad relationship is cured by a good deal
  - A bad deal can be cured by a good relationship
- Think long-run





# What is negotiation?

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- "Working toward agreement"
- "...or not doing it!"

# Who is a negotiator?

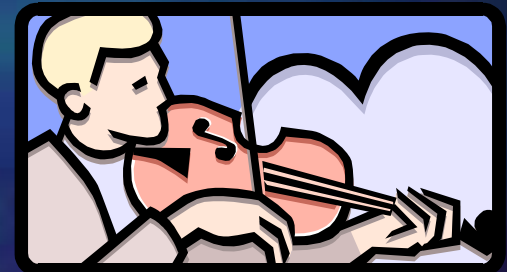
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*Look in the mirror.*

# Why does it work?

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- The affected players value outcomes of mutual benefit high enough to do a deal
  - What would you do if you didn't have this deal?
- The key players (i.e., technical, business, legal) are in alignment





# Why does it fail?

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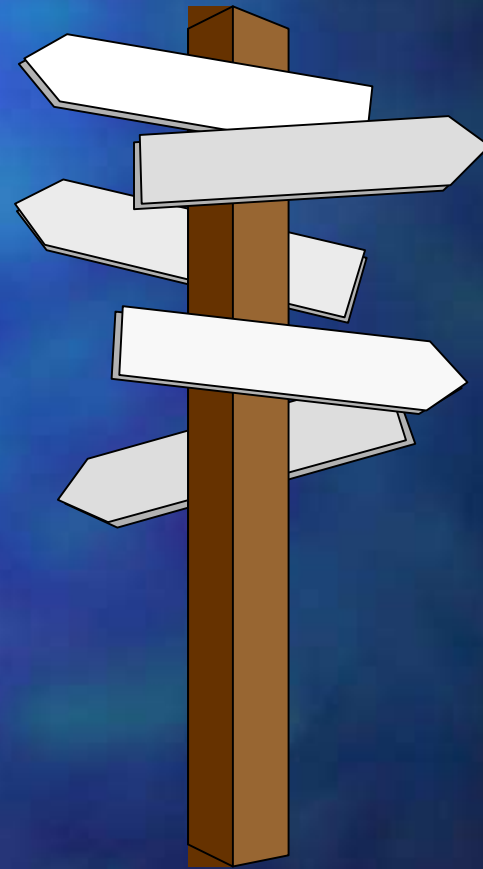
- Time
- Perceived issues
- Real issues
- Personality
- Agendas
- Honesty



# How can we improve?

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- Look inside
- Profit from mistakes
- Learn from others
- Risk failure to achieve success
- Know when to take "yes" for an answer
- Know when working by phone/fax/e-mail is not enough for the deal to fly



# A dozen tips...

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- "What one can learn from making a lot of mistakes!"



# "Dirty dozen"

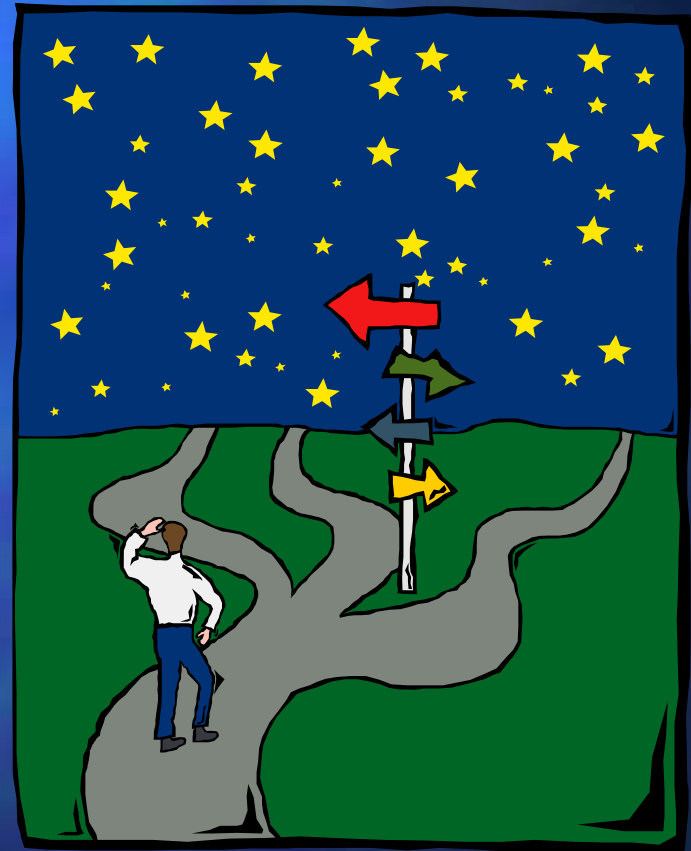
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- Be outcome-oriented
- Help your partner, and you'll help yourself
- Focus on *intent*, then *content*
- Know when to do NO deal
- Be creative
- Use time effectively
- Practice "servant leadership"
- Make partners for life
- Dispute-proof the deal
- K.I.S.S.
- Coalition-build
- Know the decision-makers to make it go



# "Expanding the pie"

- Would you rather have a *bigger* piece of a smaller pie or a *smaller* piece of a bigger pie?
- When does  $1 + 1 = 3$ ?
- What does all this "pie" and "math" stuff mean???





# Wrap-up

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- Reviewed key negotiation skills
- Discussed changing our paradigm about deals ("pie")
- Encourage thinking outside of the box...